MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DSA2013 – DESIGN APPRECIATION

(All sections / Groups)

03 MARCH 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **9** pages including this cover page with 39 questions only.

2. Answer all **THREE** (**Section A, Section B and Section C**) questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

*Answer all **Section A, Section B and Section C.** Answer the questions and print them clearly in the Answer Booklet. For **Section C,** always define keywords and provide examples to elaborate your discussion.*

Section A
Question No 1 to 20 (Answer all questions) (20 Points)

1. What is 'Form'?
   a) Refers to the overall form taken by the work – its 'physical nature'
   b) The emotional or intellectual message of an artwork.
   c) The set of circumstances or facts that surround a particular event, situation, etc.
   d) Factors contributing to the making of artworks

2. What shapes up our appreciation?
   a) Reference, Facts, Styles and Laws
   b) Intellectual, Culture, Experiences and Preferences
   c) Body, Silhouettes, Marks and Focus
   d) Value, Colour, Weight and Height

3. Fill in the blank. We appreciate _____. Itself mean a 'study of beauty' of objects and
   ideas.
   a) Form
   b) Aesthetics
   c) Content
   d) Romanticism

4. Which movement was known as the **'rebirth of art'**? The movement started from 15th century and expanded till the 16th century, right after the 'Gothic' movement. The innovations that emerged in art during this period send shockwaves to the industry and continue to influence creative and cultural arenas today.
   a) Cubism
   b) Fauvism
   c) Renaissance
   d) Realism

Continued .....

5. Which person embodied most of the Renaissance ideas?
   a) Leonardo da Vinci
   b) Erasmus
   c) Martin Luther
   d) Michelangelo

6. Who spoke out against the practice of indulgences?
   a) Sir Thomas More
   b) William Shakespeare
   c) John Tetzel
   d) Martin Luther

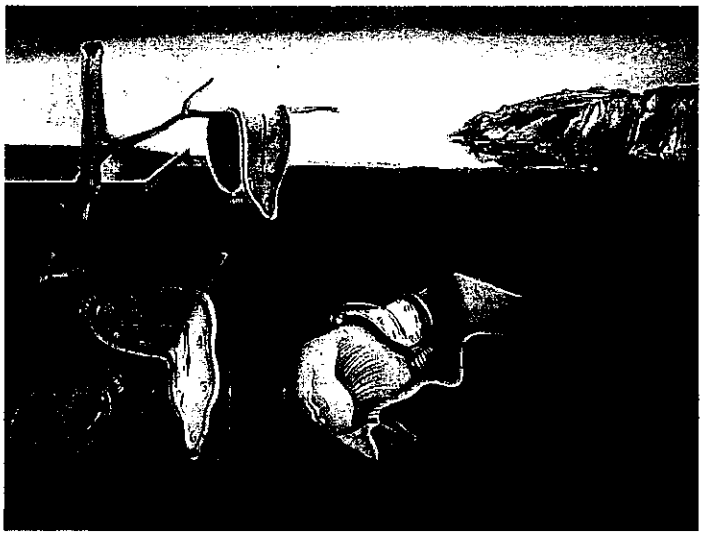
7. Who invented movable type?
   a) Thomas More
   b) Martin Luther
   c) Jan Van Eyck
   d) Gutenberg

8. Cubism, which was started by Pablo Picasso and Georges Baroque in 1909 is developed into two phases. Name the phases.
   a) Old and New Cubism
   b) Analytical and Synthetic Cubism
   c) Shapes and Colours of Cubism
   d) Original and Imitation Cubism

9. This movement was led by Henri Matisse. His painting 'Luxe, Calme et Volupte' (Luxury, Calm and Pleasure) (1904) became the icon of the first 'Fauvist' exhibition. Name the Movement.
   a) Fauvism
   b) Neo-Impressionism
   c) Cubism
   d) Realism

Continued .....

10. "This movement separate elements of work, which are familiar images taken from everyday life but combined in a provocatively unnatural way/ dreamlike". Name the art movement of this famous painting.



The Persistence of Time, Salvador Dali (1931)

a) Realism
b) Surrealism
c) Fauvism
d) Neo-classicism

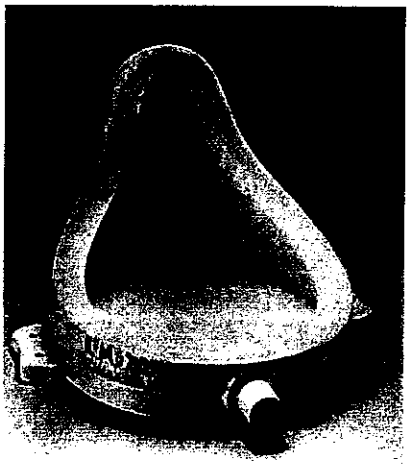
11. Fill in the blank. The three form of Egyptian Art were; Architecture (Temple, Pyramid and Sculpture), Ritual Performance (Music, Dance and Perfume) and _____.

a) Literature
b) Hieroglyphic
c) Paintings
d) Music

Continued .....

12. Which movement do artists such as Leonardo da Vinci, Michelangelo, Raphael, and architect Donato Bramante belong to?
    a) Cubism
    b) Rococo
    c) Impressionism
    d) Renaissance

13. The artwork below entitled 'Fountain' was created by Marcel Duchamp in 1887. The movement of the artwork is considered as Anti-Art, repudiating mocking artistic and social conventions and emphasizing the illogical and absurd. Its purpose was to ridicule the meaninglessness of the modern world. Name this movement.



    a) Surrealism
    b) Rococo
    c) Fauvism
    d) Dadaism

14. Which movement follows their believes of their Gods and Goddesses and Mythology?
    a) Rococo
    b) Gothic
    c) Greek Art
    d) Cubism

Continued .....

15. What is 'Content'?
a) The expression, essential meaning, significance, or aesthetic value of a work of art.
b) Historical information on the artist or issues or things the artist references.
c) The media and tools of the artwork.
d) Factors contributing to the making of the artworks.

16. Which are NOT stages of Renaissance?
a) Early Renaissance
b) High Renaissance
c) Eastern Renaissance
d) Northern Renaissance

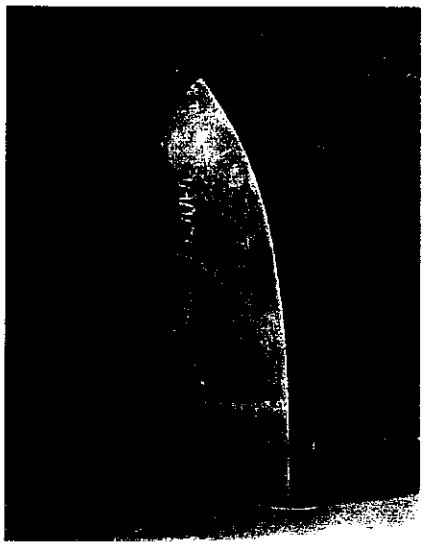
17. Which movement was developed along with the 'Enlightenment' (a political and philosophical movement that primarily valued science, reason, and exploration) also known as the 'Age of Reason'?
a) Renaissance
b) Neo-classicism
c) Impressionism
d) Romanticism

18. Who was the leading figure of Christian humanism?
a) Martin Luther
b) Sir Thomas More
c) Johan Tetzel
d) Erasmus

19. What is the time period of 1300 - 1650 in Europe called?
a) The Era of Good Feelings
b) The Scientific Explosion
c) The Renaissance
d) The Revolution of Thought

Continued .....

20. Name the movement of this sculpture. The movement wants to replace the logical nonsense of the men of today by the illogical senseless.



Cadeau (Gift), Man Ray (1921)

a) Fauvism
b) Cubism
c) Dadaism
d) Realism

Section B
Question No 21 to 38 (Answer all question) (20 Points)

21. _____ is the ability to think and understand ideas at high level.

22. The behaviours and belief characteristic of a particular social, ethnic and age group is known as _____.

23. _____ is something personally encountered. The conscious events that make up an individual life.

Continued .....

24. Liking something over the others can be described as _____.

25. _____ refers to the sensory, subjective, psychological, or emotional properties we feel in a work of art.

26. _____ can be referred to as the arrangement of the various elements and principles of design that make up a work (composition).

27. The set of circumstances or facts that surround a particular event, situation can be described as _____.

28. The _____ is generally considered to have started in Florence, Italy around the years 1350 to 1400.

29. The fathers of the renaissance were a group out of famous artists and the artists were _____, Donatello Bardi, Raphael Sanzio da Urbino and _____.

30. _____ was established long before the written word. It started with images that were drawn using colour pigments on surfaces as a medium for telling stories of the 'hunt' and other events.

31. Early Renaissance artists were highly influenced by the _____ that emphasized that man's relationship with the world, the universe, and God was no longer the exclusive province of the Church.

32. The popularity of _____ in Northern Europe at the time allowed images to be mass produced and widely available to the public.

33. _____ brought images for religious worship back into the public eye after being banned for their glorification of the ethereal and ideal.

34. _____ art and architecture carried a strong sense of theatricality and drama, influenced by stage design.

Continued .....

35. Renaissance movement is known as '_____'.

36. Early Renaissance artists began to create work powered by knowledge of architecture, philosophy, theology, mathematics, science, and _____.

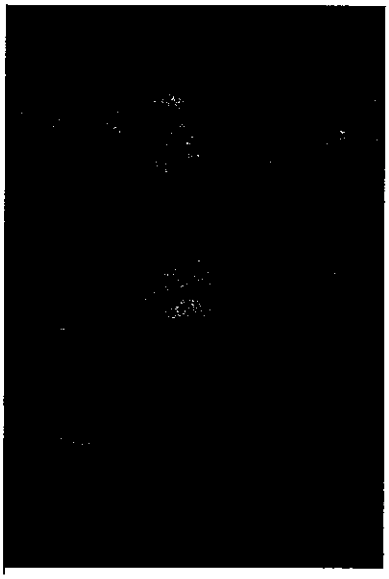
37. According to widely accepted historical wisdom, Leonardo Da Vinci painted his Renaissance masterwork _____ sometime between 1503 and 1517.

38. The use of chiaroscuro, in which the treatment of light and dark in an artwork helped to create _____, was a key component in _____ artwork.

Section C

Question No 3. (10 Points)

When you are appreciating a piece of artwork, you evaluate their aesthetic value through FORM, CONTENT and CONTEXT. Explain what the **Form, Content** and **Context** value means. You can use these two artworks for comparison.



Mona Lisa, Leonardo Da Vinci (1503)

Starry Night, Vincent Van Gogh (1889)

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